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Customer Awareness and Satisfaction towards Online Shopping – A study with reference to Coimbatore city

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Abstract

Online shopping provides a best example of the business revolution. Online shopping is currently experiencing a period of rapid development, the large number of internet users provides a good foundation for the expansion of the online shopping market. In this study, perceived usability, awareness and satisfaction of customers towards online shopping experiences.

Keywords: *Online shopping, Customer awareness, Online retailing, Consumers*

INTRODUCTION

Online shopping has become a popular way for consumers. To survive in the midst of intense competition, most of the companies are looking for unconventional ways of marketing, online shopping is new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers, it also offers a huge market and numerous business opportunities.

PURPOSE AND SIGNIFICANCE OF THE STUDY

The main purpose of this study is to identify the consumers' attitude towards online shopping in Coimbatore city. In this study, the drivers that contribute to influence the consumers' online purchasing will be examined.

Statement of the Problem

Analyzing customer behaviour is not a new phenomenon. Many theories have

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been used for many years not only to understand the customers' attitude, but also create a marketing strategy that will attract the customer efficiently. However, some distinctions must still be made when considering traditional customer behaviour and online customer behaviour. Even though there are many research topics in the field of business to customer in the context of internet business.

Online retailing is a new retailing medium and online customer behaviour is diverse from traditional customer behaviour, one must identify what influences the online customer. Therefore, if the customers like to do shopping, what factors are influencing to purchase goods through the internet is quite meaningful. These factors need to be identified and taken into account by online retailers in order to satisfy the customer demands and compete in the online market. From this background the researchers work is primarily to identify and get insight the main factors that affecting online customer when purchasing products and services through online. Hence an attempt is made to study the Customer Awareness and Satisfaction towards Online Shopping – A study with reference to Coimbatore city.

Objectives of the study

The objectives of this research are:

- To examine the demographic status of the online shopping consumers
- To examine the level of consumers' attitude towards online shopping.
- To investigate the factors that could influence the consumers' satisfaction to adopting online shopping in Coimbatore.

Research Methodology

Research design specifies the methods and procedures for conducting a particular study.

Sources of Data

The present study is based on primary and secondary data and is carried out in the Coimbatore City.

Sample Design

The data were collected from 25 customers using convenient sampling technique.

Area of the study

Area of the study refers to Coimbatore city which is the Manchester of the South India.

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Table: 1 E-Customers' Opinion on Frequency of E-Purchase

S.NO	How often do you shop online	No. of respondents	Percentage
1	Once a week	30	40
2	At least once a month	28	37
3	Once in 2-4 months	6	8
4	Once in a year	7	9
5	According to the need	4	5
Total		75	100

The above table discusses the e-customers' opinion on frequency of online purchase. Out of 75 respondents' surveyed, majority i.e., 40 percent of e-customers' visit once a week based on their requirements. Followed by, 37 percent of respondents' procure goods in e-stores once in every month. Similarly 9 percent of respondents' visit online stores once in two to four months and 7% percent of sample populations' visit e-stores once in a year. On the other hand the remaining 4 percent of respondents' visit e-stores according to their need.

Thus it has been inferred that majority i.e., 40 percent of e-customers' visit e-stores based weekly basis. Thus, it could be concluded that online shopper are very rational in exhibiting their buying behaviour. Goal oriented customer behavior is known as utilitarian shopping behavior. As aspect to online customer, they always are goal oriented. The reason behind is that easiness attract customers by the retailers to buy their goods online.

The below table indicates the customers' sources of awareness about online shopping. It has been inferred that, 16 percent of respondents' have sourced information about online shopping from search engine. Followed by13 percent of sample customers' have gained awareness through commercial advertisements and 12 percent of respondents' have sourced information through company website and catalogs. Further it has been observed that the remaining 9 percent of respondents' have gathered information from blogs of respective companies, 8 percent of the respondent collected through friends family, e-mails and online advertisements, 5 percent of the respondent collect the information through print media.

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Table: 2 Customers' Opinion on Influence of Various Sources of Information on Online Shopping

S.NO	Information about various products	No. of respondents	Percentage
1	Company websites	9	12
2	Search engines	12	16
3	Friends and family	6	8
4	Product reviews in the print media	4	5
5	Promotional e-mails	6	8
6	Online advertisements	6	8
7	Advertisements (print and broadcast)	10	13
8	Product catalogs	9	12
9	Blogs	7	9
10	Others	6	8
Total		75	100

Table: 3 Customers' Opinion On mode payment adopted in online shopping

S.NO	Payment mode	No. of respondents	percentage
1	Credit card	18	24
2	Debit card	6	8
3	Net Banking	8	11
4	Cash on delivery	19	25
5	Demand draft	15	20
6	Others	9	12
Total		75	100

From the above table reveals that 25 percent of the online customers' preferred cash on delivery following 24 percent of them are preferred credit cards, 12 percent are prefer different modes, 11 percent are using net banking and 8 percent are debit cards.

FINDINGS

- Majority (50.59 %) of online shoppers are male.

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- Majority (74.24%) of the online shoppers are the youth and middle aged retail

Customers

- Most (38.88%) of respondents' have pursued professional degree.
- Most (30.68%) of the respondents' are salaried employees working in various organisations.
- Majority (69.79%) of sample populations' are married.
- Most (56.44%) of respondents' form a part of joint family.
- Most (30.68%) of the respondents' family constitutes of five members or more than that.
- Majority (51.29%) of respondents' family has two earning members.
- Majority (46.84%) of respondents' monthly income ranges between Rs.25001– Rs.35000.
- Most (89.70%) of the sample customers' own computer(s) at their home.
- Majority i.e., 40 percent of e-customers' visit once a weekly based on their requirements.
- Majority of the respondent gather product information through search engine

SUGGESSIONS

Traditional Indian population is not excited about choosing internet as a medium of shopping. Therefore, it is imperative for internet retailers to formulate their marketing strategies in generating attractive retail websites so that despite the Indian habits, Indians are still tempted to buy online.

Retailers should be careful about the annoying factors of online shopping such as being unable to access the website, long delays in completing online orders, inconsistencies in the items available online, mistakes in filling orders, and the hassle of returning goods.

Online sellers can be more concerned about delivery times and delivery charge and product return policies. They can make it easier, quicker and reliable, so that customers can enjoy the online shopping experience.

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The web sites of the manufacturer are poor in terms of design and navigability. This is possibly because these manufacturers do not seriously expect that a large volume of the customers may begin using e-marketing activities. Let them change their attitudes.

CONCLUSION

From the elaborate data discussion it has been inferred that, majority of the respondents' feel that online shopping is convenient and time saving purchase process in comparison to brick shopping, followed by it has been found that the sample populations' have exhibited high degree of satisfaction towards the quality, collections and price of goods offered in online market. However the respondents' are affected by the fraudulent information while accessing in the internet. It has been found that the customers' prefer e-shopping due to its ease, affordability and also due to the vast availability of goods. On the other hand, the respondents' are bothered about the online scams like phishing, spoofing, identity theft (which is not limited to the Internet) etc. To overcome these problems the customers' have to know the "Do's and Don'ts" of e-shopping and on the other side the government should also create awareness among the public to safeguard them.

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